

I write to ask the FCC to exempt your proposed regulations regarding FAX transmissions from applying to small, non-profit organizations like ours. As the professional medical organization for some 1100 physicians, the Fresno-Madera Medical Society relies on regular fax communications with our members and committee members. We alert them to upcoming meetings, medical education opportunities and a variety of events and shared information. We also fax, upon request, the annual dues statement to those who want a copy in that form.

Inasmuch as we value our doctors' time, we try very hard not to inundate them with unnecessary faxes. This is an accepted method of communication which our members rely on and expect.

We believe it is an unwarranted burden for us now to suddenly have to make an every-member mailing specifically to request them to sign and return a written statement saying they approve of their organization corresponding with them by fax. Not only would it be an expensive burden for our staff of three to have to contact them all, it would be a further burden to have to repeatedly contact those who didn't respond to a first mailing and then a further burden to have to physically file and maintain these permissions in every membership folder.

Our established protocols already exist to eliminate those physicians who have indicated previously that they don't want to receive faxes just as we have for those who don't want emails from us.

We understand the principle behind this effort to eliminate junk faxes which are crassly commercial in nature. Inasmuch as we are a non-profit entity, we believe we should be exempt from this new requirement.

Sincerely,

Mert Scholten  
Executive Director  
Fresno-Madera (CA) Medical Society